

FOR IMMEDIATE RELEASE:

**BRIGHAM PENDLETON DESIGN LAUNCHES NATIONAL MARITIME HISTORIC
SOCIETY WEB SITE**

PORTSMOUTH, N.H., Jan. 17, 2007—Brigham Pendleton Design launched a newly designed Web site for the National Maritime Historical Society, located on the banks of the scenic Hudson River in Peekskill, New York. The National Maritime Historical Society is the national voice for America's maritime history and heritage—helping to raise awareness of our nation's maritime history and the role seafaring has played in shaping civilization. The Society selected Brigham Pendleton Design for the company's award-winning design, their ability to understand the project scope and requirements, and its ability to implement appropriate functionality while maintaining a user-centric focus.

“Creating web sites that successfully position organizations on the Internet is our key objective,” says Brigham Pendleton, owner and creative director of Brigham Pendleton Design. “It is especially prudent for member-supported organizations such as The National Maritime Historical Society to deliver on the expectations of their membership. In this situation, we discovered the membership had an expectation for up-to-date content and a Web site that offered easy navigation and functionality.”

The National Maritime Historical Society is a key informational resource for members and potential new members. Part of The Society's mission involves developing and marketing fresh programs and events on a continuous basis. The Society required a Web site that was easily accessible by staff for implementing quick updates and managing content in-house. Brigham Pendleton Design utilized a Content Management System, developed by Olive Development, as a solution which allows various departments access to update their specific area of the Web site. Training and user-support were also provided for The Society's staff.

Generating revenue to keep a non-profit organization funded is vital to it surviving. Brigham Pendleton Design developed a robust e-Commerce solution that allows The Society to market its various products, gifts, artwork, and memberships through an intuitive shopping cart.

“Our Web site is an important part of our organizational marketing strategy and identity,” states Julia Church, marketing associate for the National Maritime Historical Society. “Brigham Pendleton Design worked closely with us to cultivate our web site design, forming a collaborative partnership with us. The company worked to gain an understanding of the fundamental nature of the National Maritime Historical Society, successfully translating it into a ‘visual brand’ for the Internet. The design team

worked with us to overhaul the look and feel, navigation, content, and functionality to ensure the new site accurately portrays our organizational information.”

To view the National Maritime Historical Society Web site visit www.seahistory.org.

About Brigham Pendleton Design

Based in Portsmouth, New Hampshire, Brigham Pendleton Design provides web site design and development, consultation, print design, and identity design. We provide for our clients solutions that look beyond the here-and-now. Clients include LIM College, Jacobi Hospital, Lifestyle Transportation International, Education Development Center, Quantitative Environmental Analysis, Lumenfly, Behavioral Health Network, QA Café and VolunteerNH. For more information visit www.brighampendleton.com or call 603.430.6289.

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